

# International Migratory Bird Day 2006

## *The Boreal Forest: Bird Nursery of the North*

### A Report of Activities and Program Successes

#### **The Importance of IMBD Sponsorships**

Contributions to IMBD are vital to the program. Financial support helps us to develop and print materials, a process which requires a minimum of 6 months and the assistance of artists, development staff, and printers. After materials are developed, we must have the staff, office, and equipment necessary to distribute thousands of t-shirts, posters, and other materials. Equally important, sponsorships enable us to make IMBD materials available to groups at low cost and to donate materials to groups that can't afford the cost. In 2006, the IMBD program contributed posters and education materials to museums, non-governmental organizations, and universities in the U.S. and Latin America.

#### **Outreach, Communication, & Partnerships**

International Migratory Bird Day 2006 had many successes, including:

- ◆ Unprecedented distribution of over 90,000 posters;
- ◆ New partnerships, including National Audubon Society, Boreal Songbird Initiative, Canadian Boreal Initiative, Ducks Unlimited Canada, and the National Wildlife Federation;
- ◆ Extensive outreach in the Caribbean, with materials contributed to 7 islands;
- ◆ Expanded registration of events via the newly developed Explorer's Map. Over 350 programs were registered in Canada, the U.S., Mexico, the Caribbean, and Central America;
- ◆ Co-hosting a reception held for Canadian NGOs and Members of Parliament on Parliament Hill in Ottawa, Canada;
- ◆ Distribution of over 20,000 education magazines focusing on the Boreal Forest;
- ◆ Significant increase in media coverage, with known reports about IMBD featured in over 60 newspapers in 27 states and 46 cities, including U.S. News and World Report, the Bismarck Tribune, and Florida Today;
- ◆ Ongoing coordination with educators from a variety of organizations, such as Cornell Lab of Ornithology, Council for the Advancement of Environmental Education, and U.S. Fish and Wildlife Service to help distribute existing education materials;
- ◆ Presence in youth magazines distributed nationwide, with features in *Time for Kids* and National Wildlife Federation's *My Big Backyard* and *Ranger Rick*;
- ◆ Features in magazines for adults, including *Birder's World*, *Birdwatcher's Digest*, *Nature Today*, *WildBird*, *Boat U.S. Magazine*, and the National Aviary's *birdcalls*;
- ◆ Recognition on National Public Radio's *All Things Considered*;
- ◆ Continued involvement in education activities at the national and international levels, including programs, curricula, and meetings.

#### **IMBD's Presence**

International Migratory Bird Day is an effective venue for educators, biologists, and governmental leaders. An increasing number of press releases urging bird conservation measures are released in conjunction with the event.

On May 16, Acting Interior Secretary Lynn Scarlett celebrated IMBD at Stone Lakes National Wildlife Refuge by announcing more than \$3.9 million in federal grants to support neotropical migratory bird conservation;

U.S. Fish and Wildlife Service Director Dale Hall reminded the public that "wildlife does not recognize political or geographic boundaries" and that IMBD is a "great way to celebrate birds and the partnerships forged to conserve them."

The Canadian Boreal Initiative announced that major conservation organizations and birding companies have embraced their Boreal Conservation Framework to balance conservation and development in Canada's Boreal region.

## Expansion of IMBD Materials

IMBD is one of the few programs that regularly produces and distributes quality education materials about birds. The program is attractive to classroom teachers, interpreters, and other educators because of the ever increasing variety of materials and their relevance to current conservation issues. In 2006, IMBD created the following:

1. A *Birds of the Boreal Forest* coloring book, in conjunction with Alaska Bird Observatory;
2. Free, downloadable materials available on the web, including the IMBD Press Kit and coloring pages;
3. Reproduction of the *Where Have All the Songbirds Gone?* flannelboard, originally made available in the Partners in Flight award-winning Songbird Blues Trunk;
4. Translation of materials into French and Spanish;
5. Fun festival materials, including the new *Bird Buddy* wristband, stickers, and tattoos.

## IMBD Wish List

The IMBD wish list continues to grow along with the program. Below are just a few items:

- ✓ Support for increased Latin American coordination and participation
- ✓ Travelers to Canada and Latin America willing to carry and distribute IMBD materials
- ✓ Mailing lists and electronic networks for IMBD catalog distribution
- ✓ Funding for part-time staff to assist with website updates, program evaluation, and program outreach

If you are able to help with any of these needs, please contact Susan Bonfield at (970)393-1183 or [SBonfield@aol.com](mailto:SBonfield@aol.com)

## Exciting News for 2007

The IMBD 2007 theme will focus on climate change and birds. IMBD will also explore new and increased relationships with programs in the Caribbean, Mexico, and Central America.

## What Is An IMBD Event?

An IMBD event can range from a classroom program to a bird hike to a 3 day festival that attracts thousands. All are



**LEARNING** Hands-on activities are fun and help visitors learn about conservation issues, such as the impacts of plate glass on birds in flight.



## THE NEXT GENERATION

Introducing youth to birds and bird conservation is an important step in the education of our future decision-makers.



## COMMUNITY INVOLVEMENT

Engaging leaders in IMBD encourages recognition of the need for conservation action.